

**Advertising for Disney Projects**

**Projects to Complete:**

* *Marketing Plan (25pts)*
  + Use the template to create a marketing plan for the new and improved Monsters Inc. Be sure to use information from the Disney Movie as well as your own creative ideas to produce a new advertising strategy for the company.
* *Poster Advertisement (10pts)*
  + Create an informational poster for the local transportation station about the company's products/services.
* *Coupon (10pts)*
  + Create a coupon for new customers that would be an effective marketing strategy for Monster's Inc.
  + Things to include: Product/Service Promotion, Images, Limits/Exclusions, Expiration, Barcode, etc.



* Remember, your goal is to make more people aware of:
  + What is the new product/service
  + Where the business is located/available
  + Why this product is better than the others (competition)
  + And how you can save the customer [money](http://www.ehow.com/list_5933176_high-school-marketing-project-ideas.html).
  + Reinforce all ***4 P's of the marketing mix*** throughout the project.

**BE CREATIVE!**



**Resources:**

Google Images

Research Monsters Inc. <http://www.pixar.com/featurefilms/inc/>

Monster Inc. 2 <http://www.imdb.com/title/tt1453405/>

Disney Corporate Responsibility Report Website ~ <http://disney.go.com/crreport/overview/messagefromceo.html>